

MARLBORO COUNTRY STORE SURVEY

BUSINESS REPLY MAIL

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



1 FREE PACK OF MARLBORO MENTHOL

Consumer: Limit one request per household. Not to be redeemed, sold or reproduced. No monetary equivalent. Any other use prohibited. Pack limited to smokers 21 years of age or older. Participation is the discretion of the retailer. Offer good only in U.S.A.

Reminder: Philip Morris will reimburse you your request and your handling costs for the handling and postage provided you and the consumer have complied with the terms herein. Retail outlet authorized by manufacturer agents. Receive shipping package of sufficient stock to cover all requests that are returned upon request. Void in Missouri, upon sale and where otherwise prohibited, legal or restricted. Cash value - 10¢. Redeem by mailing to Philip Morris U.S.A., P.O. Box 1920, Kansas, 6, 66001. No other cash value can be used. Handling costs are 4¢.



© Philip Morris Inc. 1994

Consumer: Limit one request per household. Not to be redeemed, sold or reproduced. No monetary equivalent. Any other use prohibited. Pack limited to smokers 21 years of age or older. Participation is the discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax.

Reminder: Philip Morris will reimburse you the face value of this request plus the handling and postage provided you and the consumer have complied with the terms herein. Retail outlet authorized by manufacturer agents. Receive shipping package of sufficient stock to cover all requests that are returned upon request. Void in Missouri, upon sale and where otherwise prohibited, legal or restricted. Cash value - 10¢. Redeem by mailing to Philip Morris U.S.A., P.O. Box 1920, Kansas, 6, 66001. No other cash value can be used.



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\$3.00 OFF A CARTON OF MARLBORO MENTHOL

MARLBORO COUNTRY STORE 50 BONUS MILES

This gear offer is only good in U.S. and is open to smokers 21 years of age or older. Catalog offers are void in Kansas and where otherwise prohibited. Marlboro Country Store Miles must be redeemed by 12/31/94. Postage and handling will be required with gear merchandise orders. No copied or reproduced certificates accepted. Only one 50 Bonus Miles Certificate per order allowed.

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SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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16 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

MARLBORO COUNTRY STORE
PO BOX 17047
DENVER, CO 80217-0047

FORWARDING AND RETURN POSTAGE GUARANTEED

Postnet
Bulk Rate
U. S. Postage
PAID
Permit No. 50
Denver, CO

DM 102 - Version 2 (Menthol)
Marlboro Country Store Self-Mailer
Letter/Survey/Coupons

1234567890123456
Sample A, Sample
123 Main Street
Anytown, U.S. 65000



SPECIAL OFFERS FOR MENTHOL SMOKERS!

GREAT MENTHOL TASTE-AND MILES ON EVERY PACK!

Only Marlboro gives menthol smokers a cool, refreshing taste made especially for them and Miles redeemable for free gear...gear that's made to look great while it gets the job done. And it's yours just for saving the Miles on the side panels of Marlboro packs.

To give you a head start, we've included a special certificate good for 50 Bonus Miles. Try Marlboro Menthol with the coupons below, clip and save the Miles, and you're well on your way to great gear.

The items shown here are just a sampling of what The Store offers. For a full catalog and a free gift, complete and return the attached survey.

So enjoy the refreshing taste of Marlboro Menthol, save the Miles and get the gear that's tough enough to take on the West.